

DRAFT
January 14, 1989

"TAR" LEVELS FOR SELECTED BRANDS -
FTC LEVELS (12/88) FOR U.S. BRANDS AND
LEVELS REPORTED FOR U.S. EXPORTS

	<u>FTC*</u>	<u>Exports</u>
Benson & Hedges 100's (HP/SP)**	17/17	*
Camel Filters (SP)	15	10.4-16.0
Kool (HP/SP)**	16/17	16.5-17.0
Marlboro (HP/SP)	16/17	9.1-16.0
Merit (HP/SP)**	8/8	7.0-7.8
Newport (HP/SP)**	17/17	12.0
Salem Lights	10	8.3-8.4
Salem Lights 100's (HP/SP)**	11/9	8.1-8.6
Vantage	11	9.6-9.7
Virginia Slims Menthол Lights 100's	9	8.5-12.0
Winston (SP)	17	10.5-17.5

*/ FTC's "King Size" is assumed to be 85 mm.

**/ Luken request did not specify hard pack (HP) or soft pack (SP); figures are given for both.

2043535790